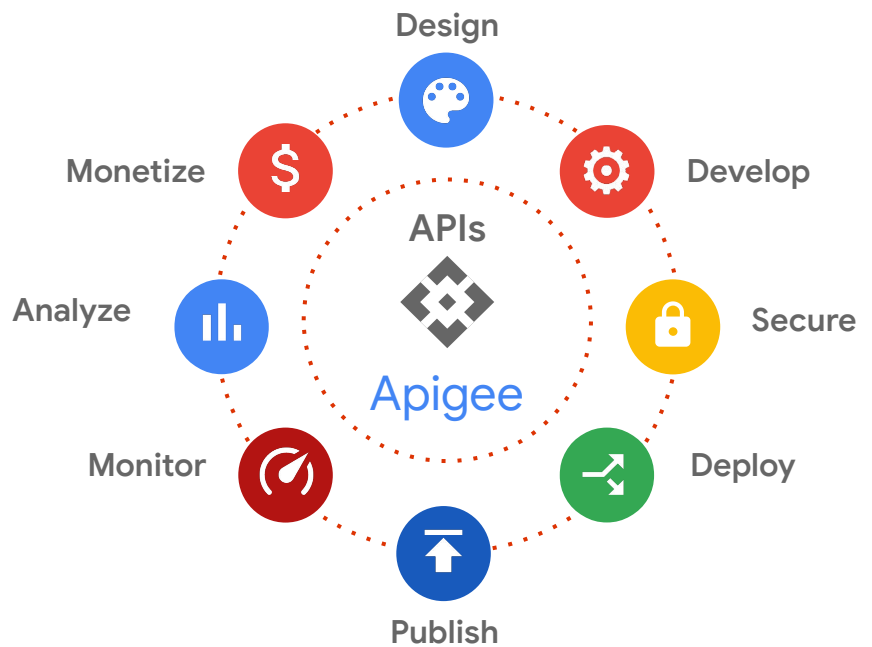# API Management & Monetization with Apigee

Design, secure, analyze, and scale APIs anywhere with visibility and control. Apigee provides an abstraction or facade for your backend service APIs and provides security, rate limiting, quotas, analytics, and more.

Market trend	Enterprise need	Market trend	Enterprise need
By **2023**, the number of active **citizen developers** at large enterprises will be at least **4X** the number of professional developers[6]	**Faster time to market** — **Democratize application development** across organization, and leverage AI and ML to automate as many manual processes as possible	Global **data monetization** market growing at CAGR of **35%**[4].	**New revenue growth** — Support global business operations—customer experience and partnerships. Drive **incremental revenue** from monetization of assets through new channels

Build and scale API programs with full API lifecycle capabilities

Design · Develop · Secure · Deploy · Publish · Monitor · Analyze · Monetize

APIs — Apigee

A key to bring digital-first strategies to life

"

"Google is named a **Leader in 2021 Magic Quadrant for Full Life Cycle API Management**"

For the fifth time in a row, Gartner recognizes Google (Apigee) as a Leader in the Magic Quadrant for Full Life Cycle API Management. Google Cloud's Apigee continues to position itself highest on ability to execute, we believe this is through our support for customers pursuing digital strategies."

Gartner

CHALLENGERS · LEADERS

Google (Apigee)
MuleSoft
IBM
Axway
Software AG
Kong
Microsoft
Amazon Web Services
Broadcom
SAP
Boomi
TIBCO Software
Tyk
Postman
SmartBear
WSO2
Red Hat

ABILITY TO EXECUTE

NICHE PLAYERS · VISIONARIES

COMPLETENESS OF VISION → As of August 2021 © Gartner, Inc

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Google Cloud

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Apigee Capabilities

Developer Ecosystem	API Catalog	Developer Programs	API Products	API Monetization	API Marketplace
API Analytics	Developer Engagement Metrics	Business Metrics	Operational Metrics	API Monitoring	Security Reporting
Mediation Engine	Security	Transformation	Extensions	Orchestration	API Abuse Prevention

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Choose the right deployment that fits your needs

SaaS
Managed Cloud Software as a Service offering by Google. Simply configure, deploy and manage your APIs in the cloud.

On-prem
On-prem software distribution. Infrastructure (hardware, network, others) owned and managed by customers. Runs on physical or virtualized hardware.

Multi Cloud
Apigee Private Cloud (on-prem), Microgateway and Hybrid deployments allow customers to install and run on any Cloud (IaaS) provider of their choice.

Hybrid
Run workloads across Cloud and on-prem. Separation of runtime from management plain offers the autonomy to deploy runtimes wherever you like.

Announcing Pay-As-You-Go Pricing

Access industry-leading API management capabilities with no upfront commitment and only pay for what you use.

Contact us for free trial and pilot project setup!

POINTSTAR

A leading cloud transformation company that brings businesses great solution, with presence across Malaysia, Singapore and Indonesia.

For any queries, get in touch with us at cloud-my@point-star.com

SPECIALIZATION

Work Transformation Enterprise

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